

**ABSTRACT**

An optimal processing portion (21) inputs a video signal (RGB signals) and analyzes 1-frame video in the video signal. For example, if the intensity of red color is 0 percent in all dots in 1-frame video, the optimal processing portion (21) applies to a light source gain adjustment portion (22) a control signal for rendering a gain of the illuminating device (1R) 0 percent (minimum amount of light). The light source gain adjustment portion (22) receives the control signal and controls power supply to the illuminating device (1R). In addition, the optimal processing portion (21) applies a driving instruction for rendering the amount of light transmission 0 percent with regard to all dots of the liquid crystal display panel (3R), for example, to a LCD signal processing portion (23).